



4130FC2004
PCT/GB 2003 / 0 0 2 5 4 1



INVESTOR IN PEOPLE

The Patent Office
Concept House
Cardiff Road
Newport
South Wales
NP10 8QQ

REC'D 01 AUG 2003
WIPO PCT

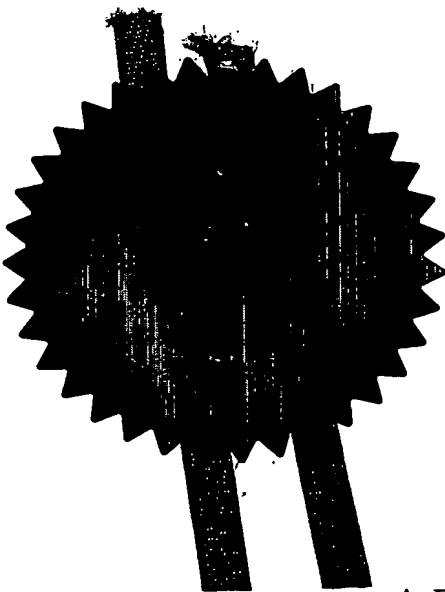
**PRIORITY
DOCUMENT**
SUBMITTED OR TRANSMITTED IN
COMPLIANCE WITH RULE 17.1(a) OR (b)

I, the undersigned, being an officer duly authorised in accordance with Section 74(1) and (4) of the Deregulation & Contracting Out Act 1994, to sign and issue certificates on behalf of the Comptroller-General, hereby certify that annexed hereto is a true copy of the documents as originally filed in connection with the patent application identified therein.

In accordance with the Patents (Companies Re-registration) Rules 1982, if a company named in this certificate and any accompanying documents has re-registered under the Companies Act 1980 with the same name as that with which it was registered immediately before re-registration save for the substitution as, or inclusion as, the last part of the name of the words "public limited company" or their equivalents in Welsh, references to the name of the company in this certificate and any accompanying documents shall be treated as references to the name with which it is so re-registered.

In accordance with the rules, the words "public limited company" may be replaced by p.l.c., plc, P.L.C. or PLC.

Re-registration under the Companies Act does not constitute a new legal entity but merely subjects the company to certain additional company law rules.



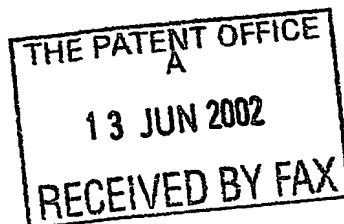
Signed *He Behen*

Dated 16 June 2003

BEST AVAILABLE COPY

Patents Form 1/77

Patents Act 1977
(Rule 16)



Request for grant of a patent

(See the notes on the back of this form. You can also get an explanatory leaflet from the Patent Office to help you fill in this form)

The Patent Office

Cardiff Road
Newport
South Wales
NP10 8QQ

13 JUN 2002

1. Your reference

LAMPPOST DISPLAY

2. Patent application number

(The Patent Office will fill in this part)

0213570.5

1/7700 0.00-0213570.5
1/7700 0.00-0213570.5

3. Full name, address and postcode of the or of each applicant (underline all surnames)

LEE ROBERT ARTHUR
22 WOODCOTE AVENUE
NUNEATON
CV11 6DE

CHRISTOPHER JAMES THOMAS
DRAKE 840193700

KEVIN NEVILLE HODGES
HODGES & DRAKE DESIGN

Patents ADP number (if you know it)

8109787001

27 YORK ROAD

If the applicant is a corporate body, give the country/state of its incorporation

LEICESTER

LE1 5TT 84019450

4. Title of the invention

STREETLITE DISPLAY UNIT

5. Name of your agent (if you have one)

"Address for service" in the United Kingdom
to which all correspondence should be sent
(including the postcode)

LEE ARTHUR
22 WOODCOTE AVENUE
NUNEATON 8109787001
CV11 6DE

Patents ADP number (if you know it)

6. If you are declaring priority from one or more earlier patent applications, give the country and the date of filing of the or of each of these earlier applications and (if you know it) the or each application number

Country

Priority application number
(if you know it)

Date of filing
(day / month / year)

7. If this application is divided or otherwise derived from an earlier UK application, give the number and the filing date of the earlier application

Number of earlier application

Date of filing
(day / month / year)

8. Is a statement of inventorship and of right to grant of a patent required in support of this request? (Answer 'Yes' if:

a) any applicant named in part 3 is not an inventor, or

b) there is an inventor who is not named as an applicant, or

c) any named applicant is a corporate body.

See note (d))

NO

Patents Form 1/77

9. Enter the number of sheets for any of the following items you are filing with this form. Do not count copies of the same document

Continuation sheets of this form

Description

2

Claim(s)

NONE

Abstract

NONE

Drawing(s)

10

10. If you are also filing any of the following, state how many against each item.

Priority documents

Translations of priority documents

Statement of inventorship and right to grant of a patent (*Patents Form 7/77*)Request for preliminary examination and search (*Patents Form 9/77*)Request for substantive examination (*Patents Form 10/77*)Any other documents
(*please specify*)

11.

I/We request the grant of a patent on the basis of this application.

Signature

Date 13/06/02

12. Name and daytime telephone number of person to contact in the United Kingdom

LEE ARTHUR 01951 727953

Warning

After an application for a patent has been filed, the Comptroller of the Patent Office will consider whether publication or communication of the invention should be prohibited or restricted under Section 22 of the Patents Act 1977. You will be informed if it is necessary to prohibit or restrict your invention in this way. Furthermore, if you live in the United Kingdom, Section 23 of the Patents Act 1977 stops you from applying for a patent abroad without first getting written permission from the Patent Office unless an application has been filed at least 6 weeks beforehand in the United Kingdom for a patent for the same invention and either no direction prohibiting publication or communication has been given, or any such direction has been revoked.

Notes

- If you need help to fill in this form or you have any questions, please contact the Patent Office on 08459 500505.
- Write your answers in capital letters using black ink or you may type them.
- If there is not enough space for all the relevant details on any part of this form, please continue on a separate sheet of paper and write "see continuation sheet" in the relevant part(s). Any continuation sheet should be attached to this form.
- If you have answered 'Yes' Patents Form 7/77 will need to be filed.
- Once you have filled in the form you must remember to sign and date it.
- For details of the fee and ways to pay please contact the Patent Office.

Page 1 of 2

Description of Streetlite Display Unit

This invention relates to a display unit mounted on an erected post, particularly but not exclusively to display signs for advertising or promotional purposes. The invention also relates to a display unit in combination with the sign changing means.

Advertising or promotional signs are often displayed on specially adapted stands normally located outside shops or on garage forecourts. It is also known to mount display frames on lamp posts or similar structures. The display frame is fixed so that the sign is aligned to be seen by the public and mounted at a height to be visually effective from a distance.

Display units are large (particularly 6 sheet size) and are generally constructed from metal parts which make them heavy and difficult to attach to lamp posts or similar structures. Once a display unit has been mounted in an elevated position it is also extremely difficult to change the advertising or promotional sign even with the use of a ladder or hydraulic lift.

According to the invention there is provided a means for mounting a display frame on an erected post whereby the post has holes aligned horizontally (A), which may be integral with the post prior to installation. A threaded rod or pin (B) is inserted through the aligned holes and retained in position. Preferably there are provided two sets of aligned holes in spaced relation, one above the other with a threaded rod or pin inserted and retained in each set of aligned holes. With the preferred embodiment a circular profile tube (1) which is used as a rain water channel and has holes which align with the horizontally aligned holes in the post, and a top cover moulding (2) are fitted to the post prior to attachment of the other display unit components.

The display unit is constructed from several parts. The main chassis (C) is retained in the required position by simply hooking brackets (D) which are welded to the main cross braces (3) onto the protruding threaded rods or pins (B) aligned in the post. Preferably the display frame main chassis is secured to the threaded rods or pins by additional fasteners (4). In attaching the display unit main chassis in this way allows for easy access for subsequent fitting of the other parts.

Once the display unit main chassis is attached to the post, the electrical power supply (E) which provides the means to power the integral lamp units can be connected (F). The upper front plate assembly (5), upper support bracket (6), lower support bracket (7), lower plate (8), seal (9) and seal retaining plate (10) can all be fixed in position. The sign changing means can then fitted.

The sign changing means comprises of the sign or poster carrier (11) and drop-down support legs (12). The drop-down support legs would normally be fitted in position as part of the display unit main chassis assembly, however they could be fitted at the same time as the sign or poster carrier. Located at the top of the

Page 2 of 2

main chassis and mounted on the upper front and rear plates are several spring loaded constant pull retraction devices (13) known to be used for signage support. Although these are located in this position they could also easily be attached inside the drop-down support leg and at the lower position of the sign or poster carrier. Each drop-down support leg is connected to one or several of these devices and is therefore always under spring pressure, lifting it to its' elevated position. The drop-down support legs are free to slide within a slideway (G) located vertically at both ends of the display unit main chassis. End-stop devices (H) are fitted to prevent the drop-down support legs from coming out of their relative slideways.

The sign or poster carrier assembly comprises of two halves which are joined around the post by fixing the lower plates (14) together. The tops of the vertical end sections (J) engage with the plastic slide mouldings (15) located at the lower position of the drop-down support legs. The sign or poster carrier slides up and continues to slide within the channels (K) arranged vertically on the display unit main chassis. The wires (L) from the pull retraction devices (16) specifically arranged to operate in conjunction with the sign or poster carrier are connected (M) and thereby maintain spring pressure to lift the sign or poster carrier to its' elevated position. End-stop devices (17) are fitted to prevent the sign or poster carrier from lowering further than the drop-down support legs will permit. The end-stop devices engage with the plastic mouldings located at the lower position of the drop-down support legs to facilitate this action.

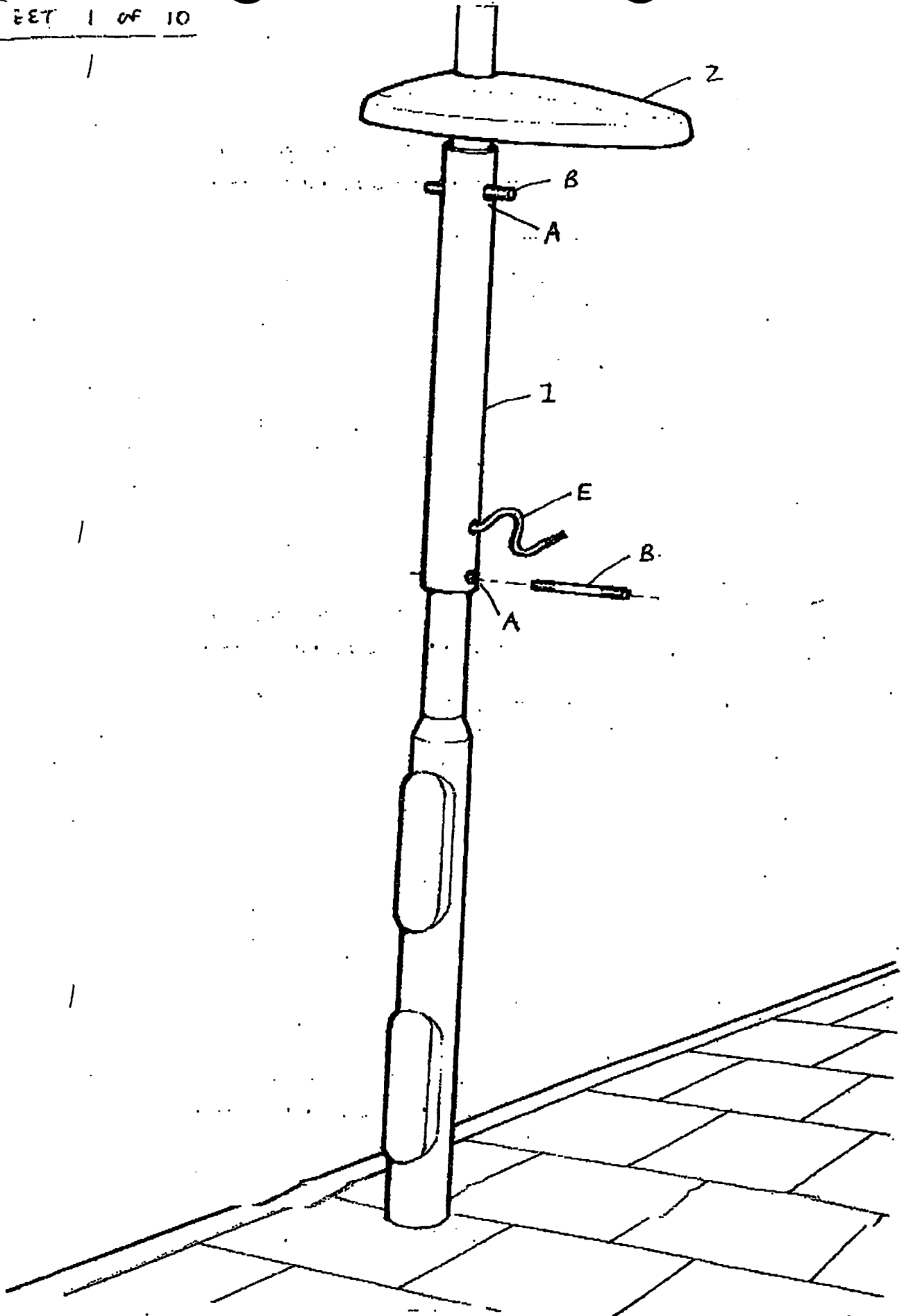
The front door assembly (18) can now be fixed in position followed by fixing the vertical end covers (19). The top cover moulding (2) is now lowered to completely cover the open top and protect the display unit from the weather.

The sign or poster carrier is free to slide within the slideways and the pull retraction devices will always ensure that it is retracted to its' elevated position, however with careful tuning of the spring pressures that are applied a state of near equilibrium can be achieved and therefore minimal assistance will be required in raising or lowering of the sign or poster carrier. A counterweight could be used to hold the sign or poster carrier in its' fully lowered position, particularly in strong wind conditions.

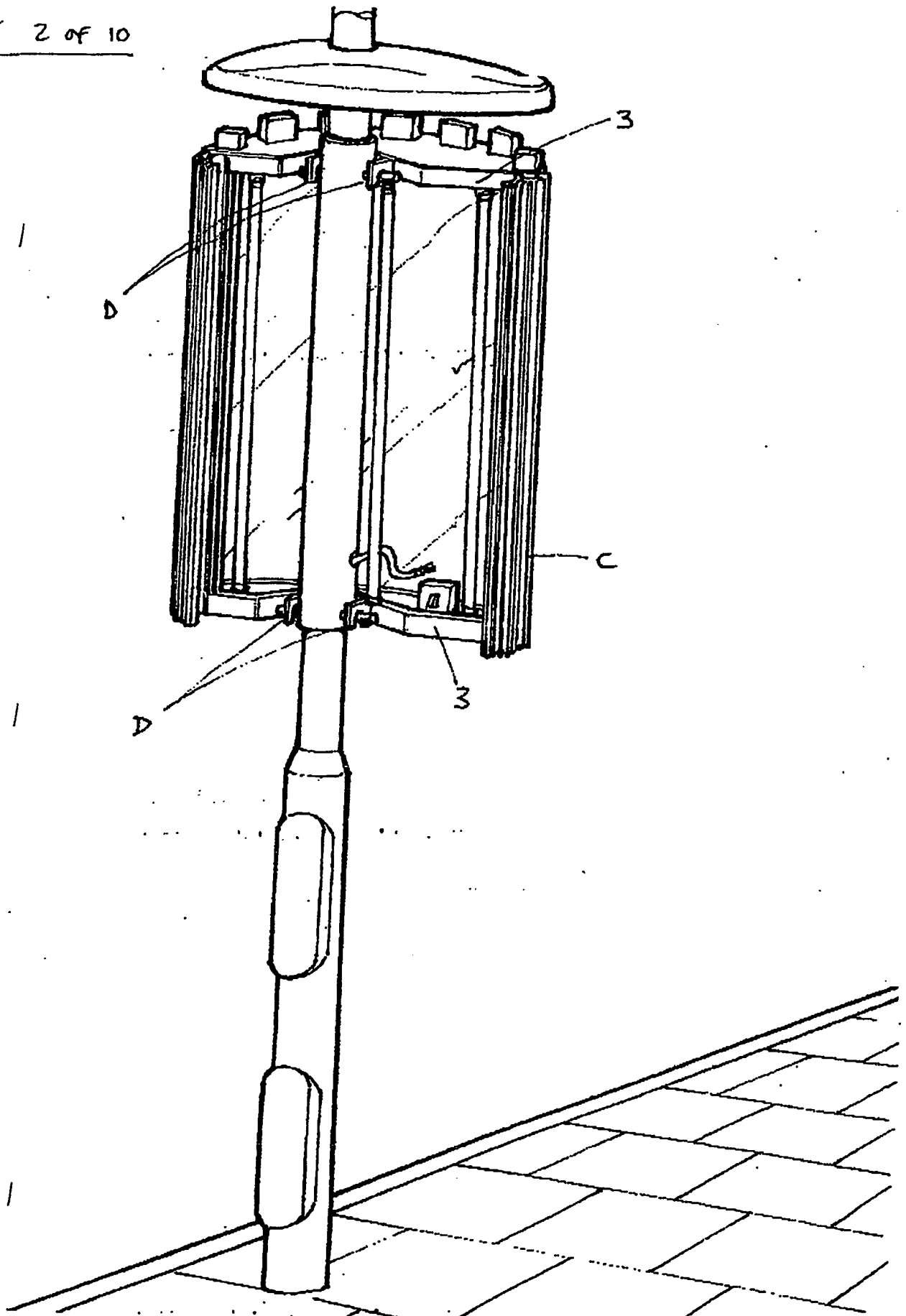
The sign or poster carrier comprises of two lightweight frames (N) that surround translucent panels (20) for the means of rear illumination. Each frame has a channel feature (P) which facilitates the attachment of spring-loaded poster stretching and retaining clips (21). These clips are fitted with hook features (Q) which engage with holes pre-punched in the posters. The design of the spring-loaded poster stretching and retaining clips ensures that spring pressure is applied to the paper or film poster to maintain good even contact with the translucent panels particularly in the preferred curved format and also allows for stretching or contraction of the paper or film media over a period of time.

When the sign or poster carrier is fully retracted it can be locked in position by accessing the lock or locks located in the lower plates.

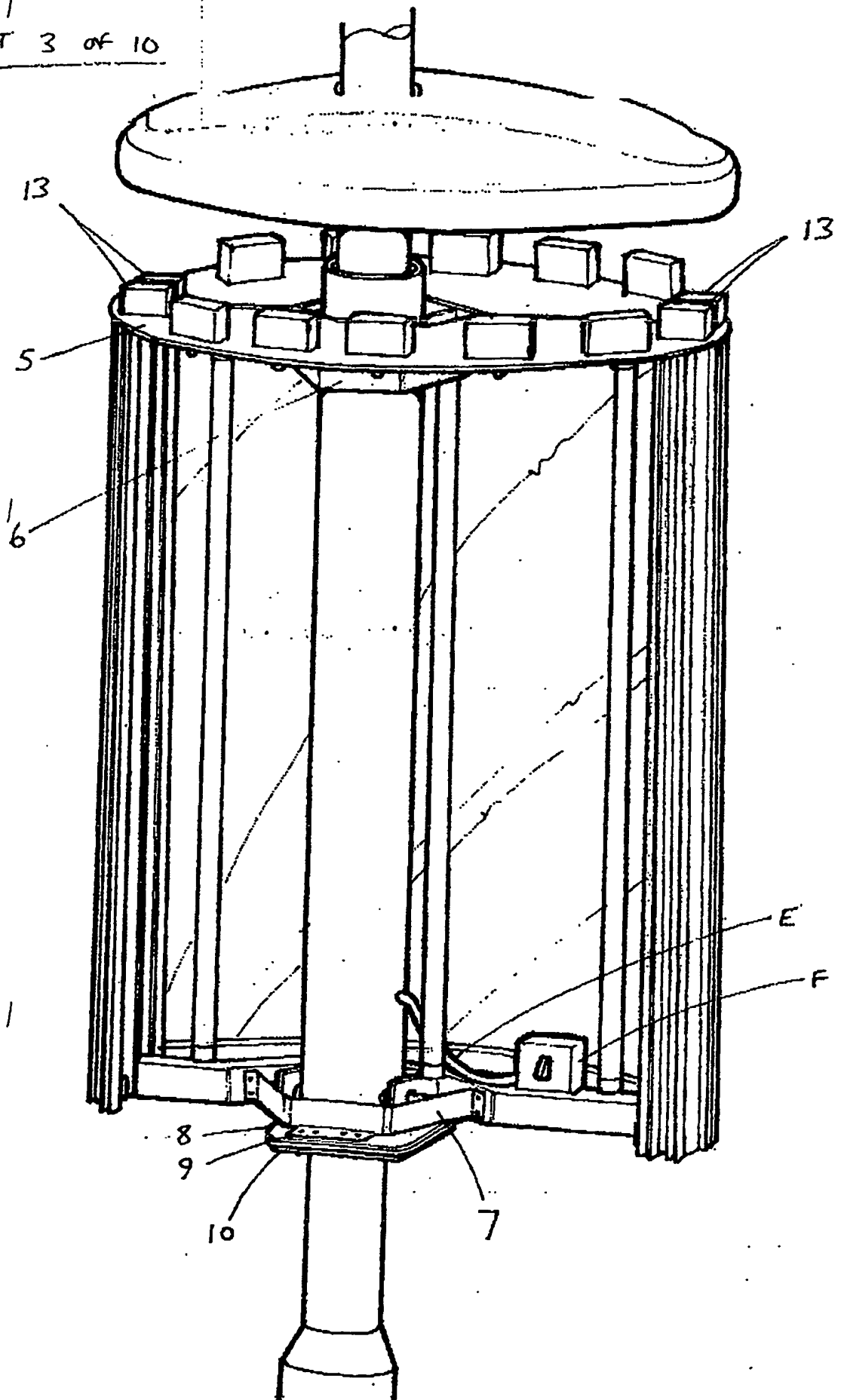
SHEET 1 of 10



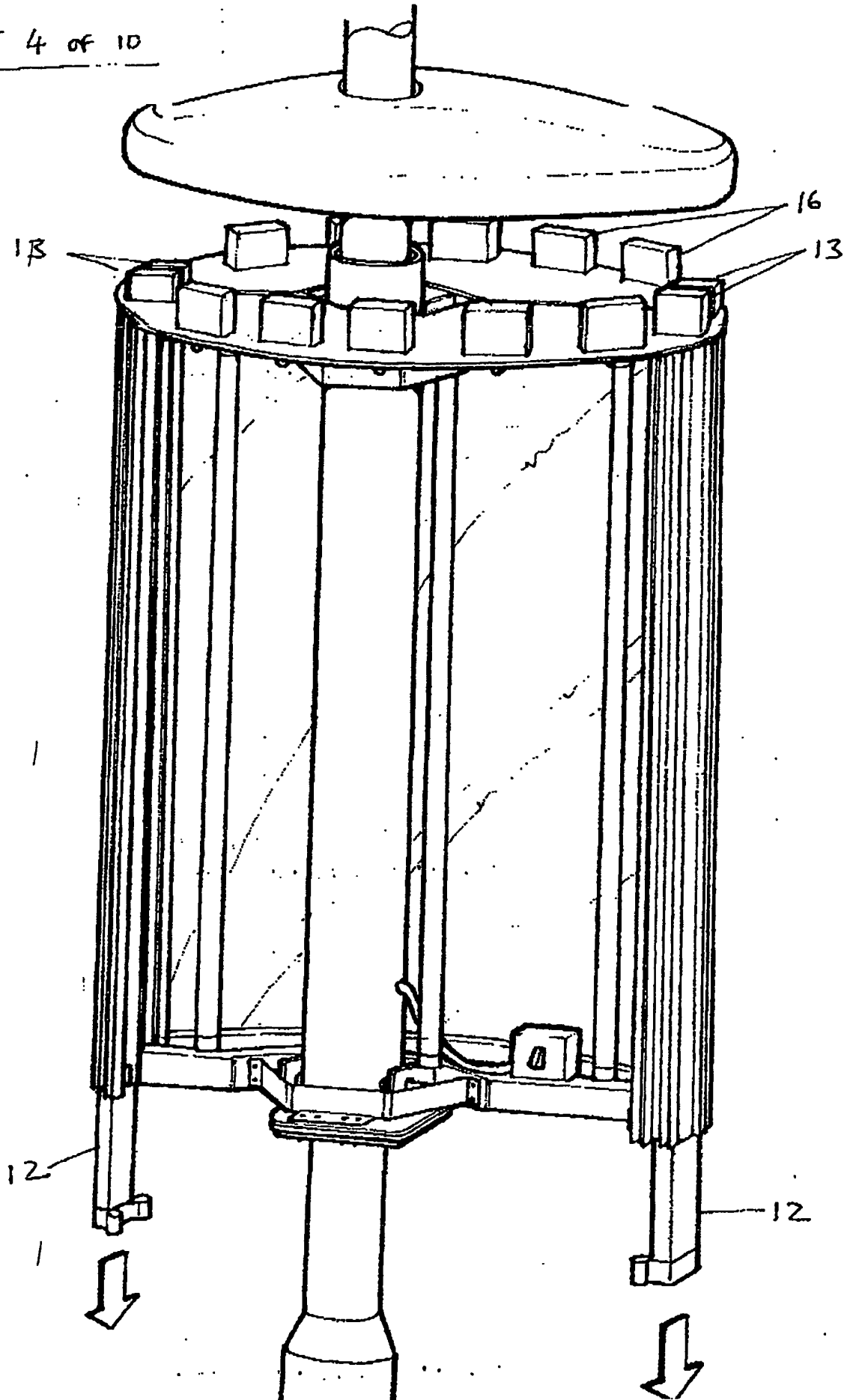
SHEET 2 of 10

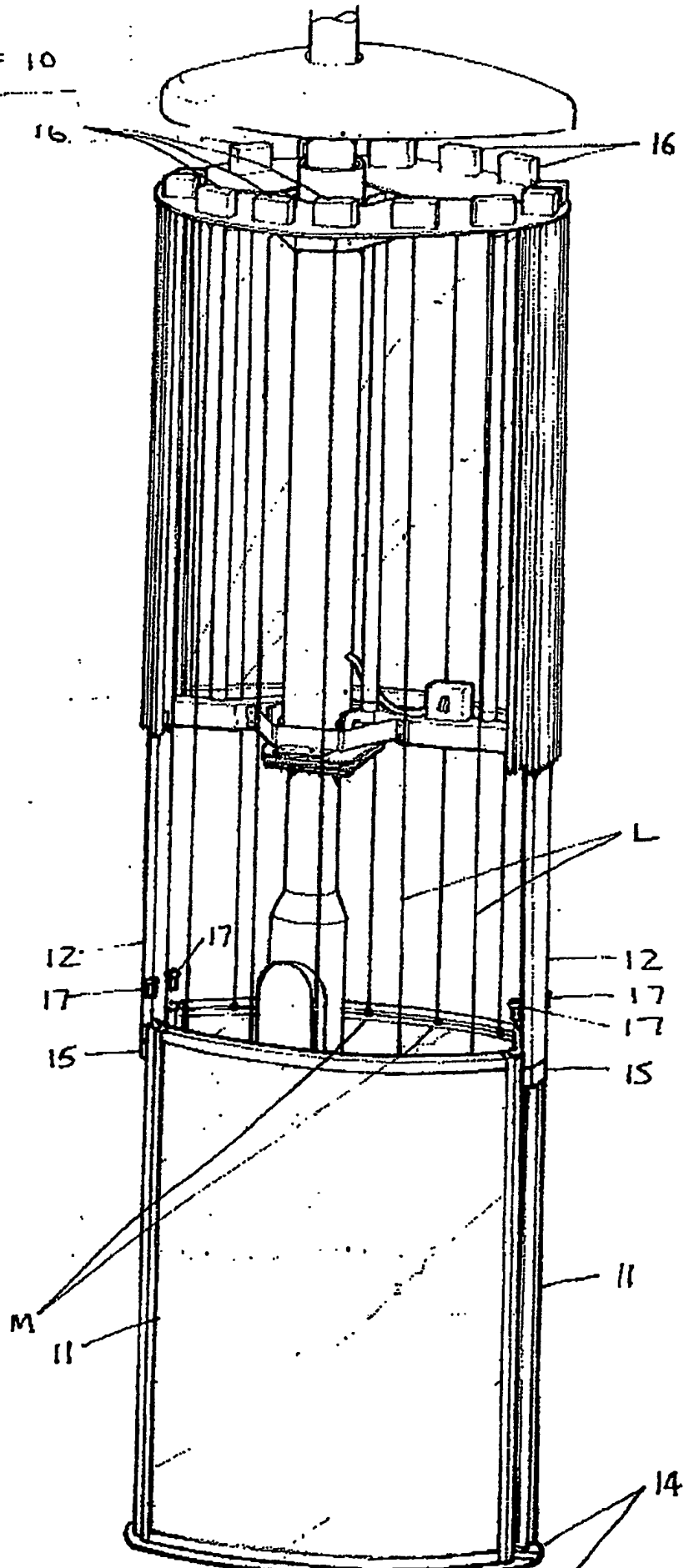


1
SHEET 3 OF 10

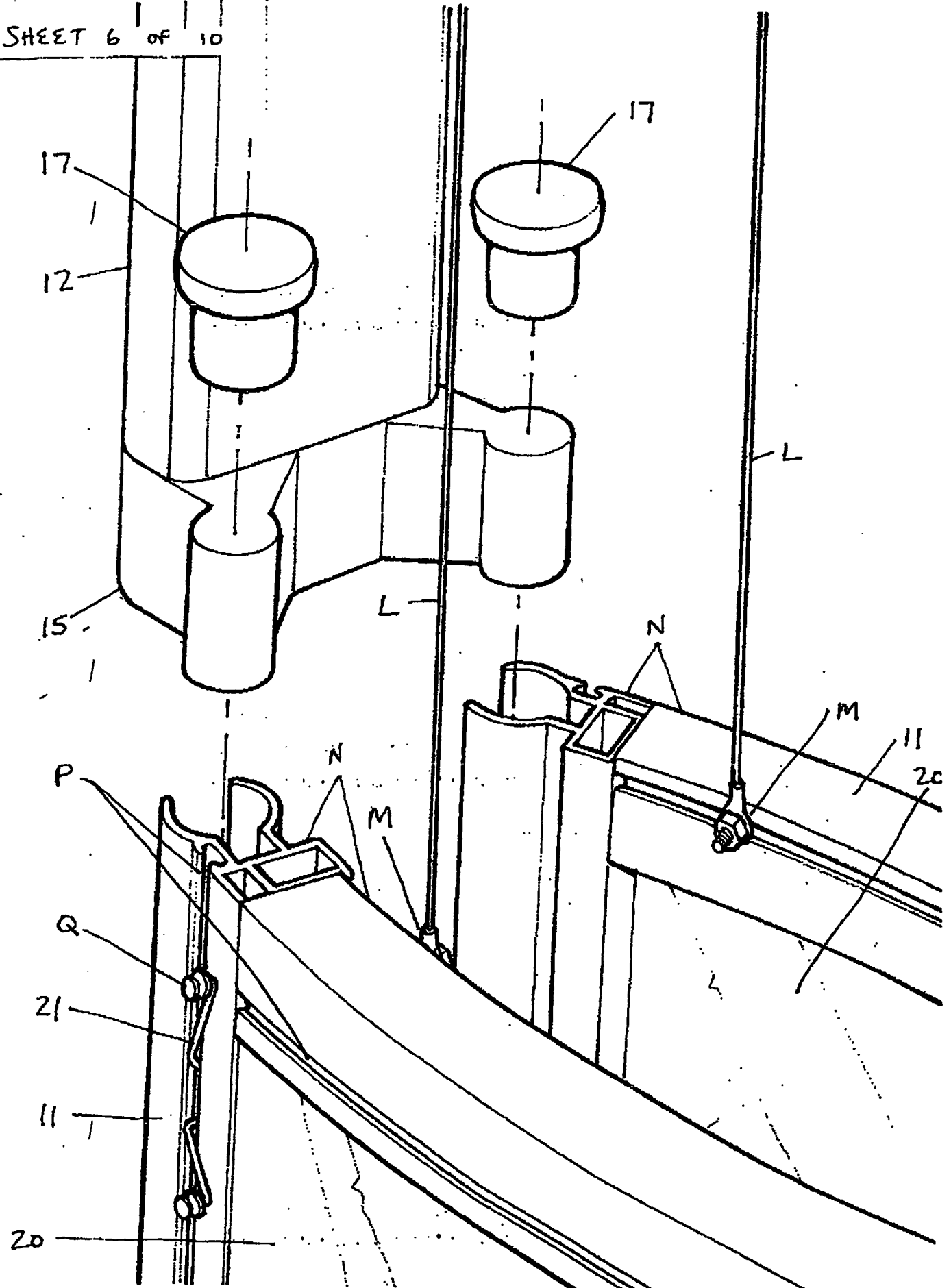


SHEET 4 of 10

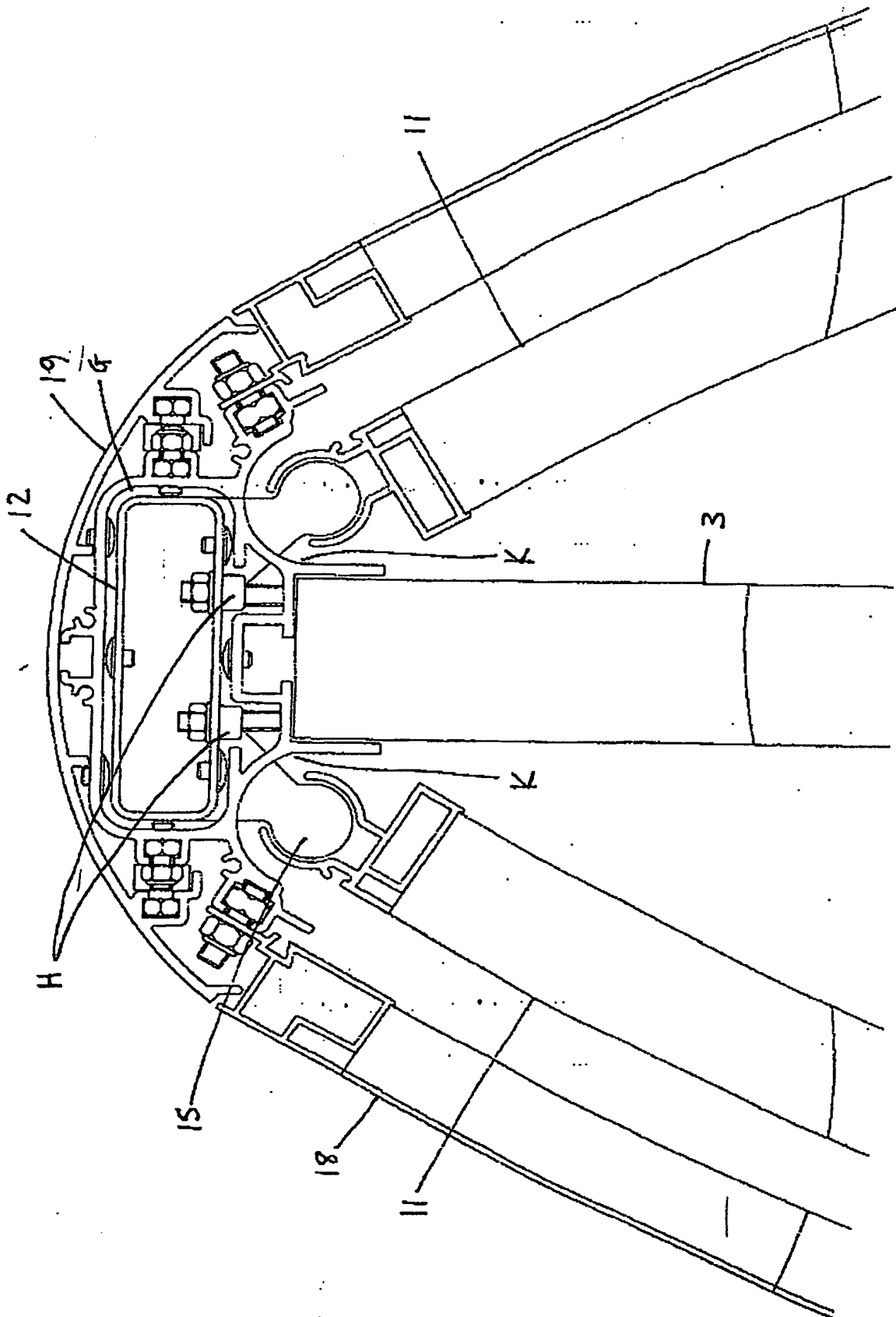


1
SHEET 5 OF 10

SHEET 6 of 10

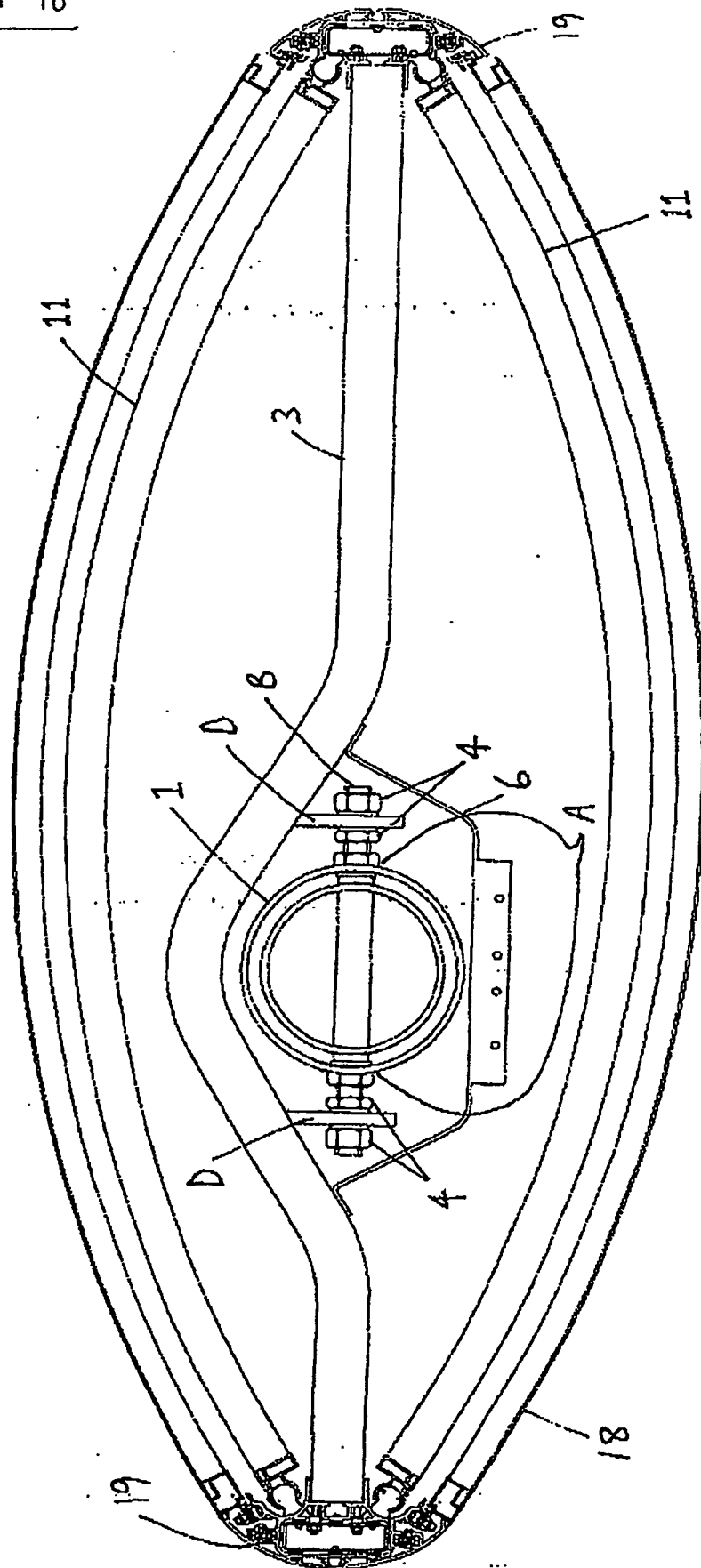


SHEET 7 of 10

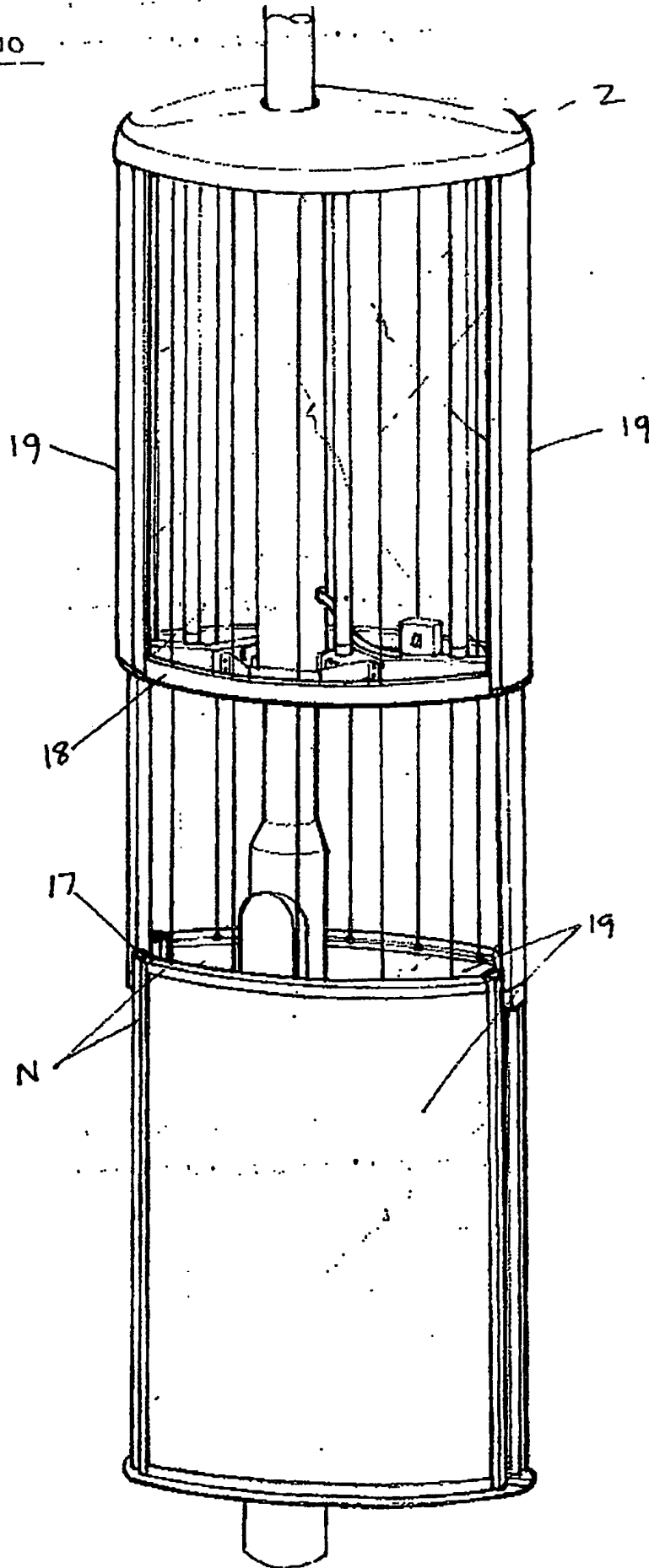


SECTIONAL VIEW SHOWING SLIDING DETAIL

SHEET 8 of 10

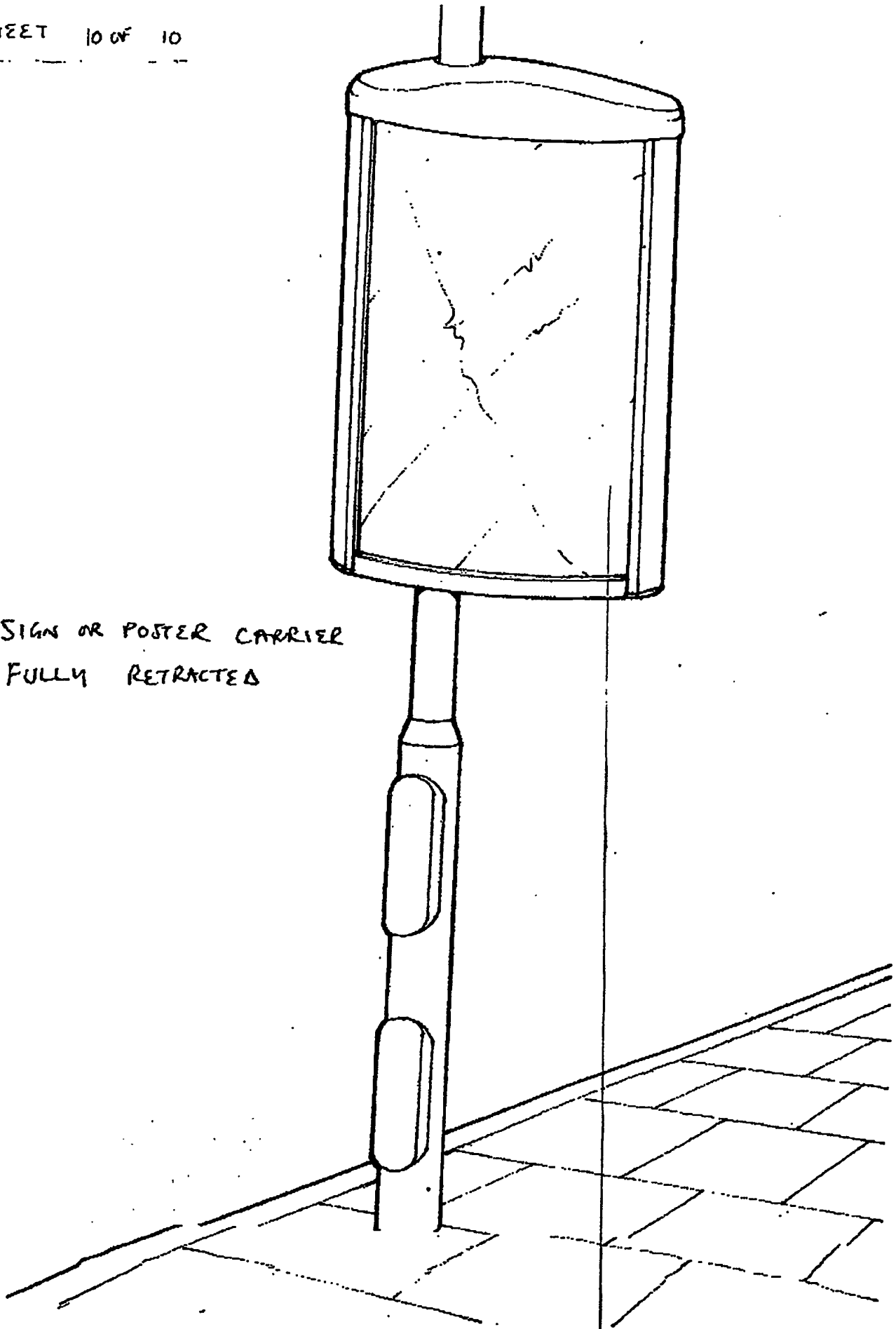


SHEET 9 OF 10



SHEET 10 OF 10

SIGN OR POSTER CARRIER
FULLY RETRACTED



**This Page is Inserted by IFW Indexing and Scanning
Operations and is not part of the Official Record**

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☒ **BLACK BORDERS**
- ☐ **IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- ☒ **FADED TEXT OR DRAWING**
- ☐ **BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- ☐ **SKEWED/SLANTED IMAGES**
- ☐ **COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- ☐ **GRAY SCALE DOCUMENTS**
- ☐ **LINES OR MARKS ON ORIGINAL DOCUMENT**
- ☐ **REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- ☐ **OTHER:** _____

IMAGES ARE BEST AVAILABLE COPY.

As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.